



WSOC-TV
P.O. Box 37001
Charlotte, NC 28237
ph: (704) 335-4800
fx: (704) 335-4960

Advertiser Pol/Iss/NC Citizens 4 Progress (16868)
Agency Shorr & Associates (2909)
Buyer D'ETTORRE, MICHAEL
Salesperson Telerep/Philadelphia, Philadelphia (1057)
ph: (555) 555-5555

Product Political - Issue (1068)
Brand NC CITIZENS PROGRESS (136194)
Acct Types National/Political
Est/Headline /06313244
Demo
Revision
Comments NC CITIZENS PROGRESS
***** THIS IS A CASH IN ADVANCE

Invoice 645363
Inv Date 10/28/2012
Terms Net 30
Contract 331233
Bill Type Standard
Period 10/1/2012 - 10/28/2012

CO-OP/Order Type No/Normal
Package
Gen. Date 10/31/2012 11:31:29AM

Shorr & Associates
1831 Chestnut Street
Philadelphia, PA 19103

AgM

Charlotte (WSOC)

DUPLICATE INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISC	Amount	Remarks
1.1	Contract Line Remarks:		1X MAX/DAY						
	Spot	5:30:00AM- 6:00:00AM	Day, Tu-1, W-1, Th-1, F-1	10/09/12 5:53AM (Tu)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	NCCPTV1214	\$800.00	
	Spot	5:30:00AM- 6:00:00AM	Day, Tu-1, W-1, Th-1, F-1	10/10/12 5:42AM (We)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	NCCPTV1214	\$800.00	
	Spot	5:30:00AM- 6:00:00AM	Day, Tu-1, W-1, Th-1, F-1	10/11/12 5:52AM (Th)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	NCCPTV1214	\$800.00	
	Spot	5:30:00AM- 6:00:00AM	Day, Tu-1, W-1, Th-1, F-1	10/12/12 5:43AM (Fr)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	NCCPTV1214	\$800.00	
2.1	Contract Line Remarks:		1X MAX/DAY						
	Spot	5:30:00AM- 6:00:00AM	Day, M-1	10/15/12 5:42AM (Mo)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	NCCPTV1214	\$800.00	
3.2	Contract Line Remarks:		1X MAX/DAY						
	Spot	7:00:00AM- 8:00:00AM	Day, Tu-1, Th-1	10/09/12 7:29AM (Tu)	00:30	GOOD MORNING AMERICA 7A-8A	NCCPTV1214	\$2000.00	
	Spot	7:00:00AM- 8:00:00AM	Day, Tu-1, Th-1	10/11/12 7:29AM (Th)	00:30	GOOD MORNING AMERICA 7A-8A	NCCPTV1214	\$2000.00	
4.1	Contract Line Remarks:		1X MAX/DAY						
	Spot	7:00:00AM- 8:00:00AM	Day, M-1	10/15/12 7:28AM (Mo)	00:30	GOOD MORNING AMERICA 7A-8A	NCCPTV1214	\$2000.00	
5.2	Contract Line Remarks:		1X MAX/DAY						
	Spot	8:00:00AM- 9:00:00AM	Day, Tu-1	10/09/12 8:54AM (Tu)	:15/:15	GOOD MORNING AMERICA M-F 8A-9A	NCCPTV1215	\$1000.00	
	Spot	8:00:00AM- 9:00:00AM	Day, Tu-1	10/09/12 8:56AM (Tu)	:15/:15	GOOD MORNING AMERICA M-F 8A-9A	NCCPTV1215	\$1000.00	
6.2	Contract Line Remarks:		1X MAX/DAY						
	Spot	8:00:00AM- 9:00:00AM	Day, M-1	10/15/12 8:53AM (Mo)	:15/:15	GOOD MORNING AMERICA M-F 8A-9A	NCCPTV1215	\$1000.00	
	Spot	8:00:00AM- 9:00:00AM	Day, M-1	10/15/12 8:55AM (Mo)	:15/:15	GOOD MORNING AMERICA M-F 8A-9A	NCCPTV1215	\$1000.00	
7.1	Contract Line Remarks:		1X MAX/DAY						
	Spot	12:00:00PM- 1:00:00PM	Day, Tu-1, W-1, Th-1, F-1	10/09/12 12:44PM (Tu)	00:30	EYEWITNESS NEWS 12P	NCCPTV1214	\$800.00	
	Spot	12:00:00PM- 1:00:00PM	Day, Tu-1, W-1, Th-1, F-1	10/10/12 12:54PM (We)	00:30	EYEWITNESS NEWS 12P	NCCPTV1214	\$800.00	
	Spot	12:00:00PM- 1:00:00PM	Day, Tu-1, W-1, Th-1, F-1	10/11/12 12:52PM (Th)	00:30	EYEWITNESS NEWS 12P	NCCPTV1214	\$800.00	
	Spot	12:00:00PM- 1:00:00PM	Day, Tu-1, W-1, Th-1, F-1	10/12/12 12:54PM (Fr)	00:30	EYEWITNESS NEWS 12P	NCCPTV1214	\$800.00	
8.1	Contract Line Remarks:		1X MAX/DAY						
	Spot	12:00:00PM- 1:00:00PM	Day, M-1	10/15/12 12:39PM (Mo)	00:30	EYEWITNESS NEWS 12P	NCCPTV1214	\$800.00	
9.1	Contract Line Remarks:		2X MAX/DAY						
	Spot	4:00:00PM- 5:00:00PM	Day, Tu-2, W-2, Th-2, F-2	10/09/12 3:59PM (Tu)	00:30	DR. OZ SHOW	NCCPTV1214	\$850.00	
	Spot	4:00:00PM- 5:00:00PM	Day, Tu-2, W-2, Th-2, F-2	10/09/12 4:30PM (Tu)	00:30	DR. OZ SHOW	NCCPTV1214	\$850.00	
	Spot	4:00:00PM- 5:00:00PM	Day, Tu-2, W-2, Th-2, F-2	10/10/12 3:59PM (We)	00:30	DR. OZ SHOW	NCCPTV1214	\$850.00	
	Spot	4:00:00PM- 5:00:00PM	Day, Tu-2, W-2, Th-2, F-2	10/10/12 4:41PM (We)	00:30	DR. OZ SHOW	NCCPTV1214	\$850.00	
	Spot	4:00:00PM- 5:00:00PM	Day, Tu-2, W-2, Th-2, F-2	10/11/12 3:59PM (Th)	00:30	DR. OZ SHOW	NCCPTV1214	\$850.00	
	Spot	4:00:00PM- 5:00:00PM	Day, Tu-2, W-2, Th-2, F-2	10/11/12 4:56PM (Th)	00:30	DR. OZ SHOW	NCCPTV1214	\$850.00	
	Spot	4:00:00PM- 5:00:00PM	Day, Tu-2, W-2, Th-2, F-2	10/12/12 4:20PM (Fr)	00:30	DR. OZ SHOW	NCCPTV1214	\$850.00	
	Spot	4:00:00PM- 5:00:00PM	Day, Tu-2, W-2, Th-2, F-2	10/12/12 4:54PM (Fr)	00:30	DR. OZ SHOW	NCCPTV1214	\$850.00	
10.1	Contract Line Remarks:		2X MAX/DAY						
	Spot	4:00:00PM- 5:00:00PM	Day, M-2	10/15/12 4:21PM (Mo)	00:30	DR. OZ SHOW	NCCPTV1214	\$850.00	
	Spot	4:00:00PM- 5:00:00PM	Day, M-2	10/15/12 4:39PM (Mo)	00:30	DR. OZ SHOW	NCCPTV1214	\$850.00	
11.1	Contract Line Remarks:		1X MAX/DAY						
	Spot	5:30:00PM- 6:00:00PM	Day, Tu-1, W-1, Th-1, F-1	10/09/12 5:52PM (Tu)	00:30	EYEWITNESS NEWS 530P	NCCPTV1214	\$2600.00	



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	Spot	5:30:00PM- 6:00:00PM	Day,Tu-1,W-1,Th-1,F-1	10/10/12 5:53PM (We)	00:30	EYEWITNESS NEWS 530P	NCCPTV1214	\$2600.00	
	Spot	5:30:00PM- 6:00:00PM	Day,Tu-1,W-1,Th-1,F-1	10/11/12 5:44PM (Th)	00:30	EYEWITNESS NEWS 530P	NCCPTV1214	\$2600.00	
	Spot	5:30:00PM- 6:00:00PM	Day,Tu-1,W-1,Th-1,F-1	10/12/12 5:44PM (Fr)	00:30	EYEWITNESS NEWS 530P	NCCPTV1214	\$2600.00	
12.1	Contract Line Remarks:		1X MAX/DAY						
	Spot	5:30:00PM- 6:00:00PM	Day,M-1	10/15/12 5:52PM (Mo)	00:30	EYEWITNESS NEWS 530P	NCCPTV1214	\$2600.00	
13.1	Contract Line Remarks:		1X MAX/DAY						
	Spot	6:00:00PM- 6:30:00PM	Day,W-1,Th-1	10/10/12 6:24PM (We)	00:30	EYEWITNESS NEWS 6P	NCCPTV1214	\$3000.00	
	Spot	6:00:00PM- 6:30:00PM	Day,W-1,Th-1	10/11/12 6:29PM (Th)	00:30	EYEWITNESS NEWS 6P	NCCPTV1214	\$3000.00	
14.2	Contract Line Remarks:		1X MAX/DAY						
	Spot	11:00:00PM-11:35:00PM	Day,W-1	10/10/12 11:30PM (We)	:15/:15	EYEWITNESS NEWS 11P M-SU	NCCPTV1215	\$2000.00	
	Spot	11:00:00PM-11:35:00PM	Day,W-1	10/10/12 11:32PM (We)	:15/:15	EYEWITNESS NEWS 11P M-SU	NCCPTV1215	\$2000.00	
15.1	Contract Line Remarks:		1X MAX/DAY						
	Spot	11:00:00PM-11:35:00PM	Day,M-1	10/15/12 11:33PM (Mo)	00:30	EYEWITNESS NEWS 11P M-SU	NCCPTV1214	\$4000.00	
16.1	Contract Line Remarks:		1X MAX/DAY						
	Spot	7:00:00AM- 8:00:00AM	Day,Sa-1	10/13/12 7:22AM (Sa)	00:30	EYEWITNESS NEWS SATURDAY 7A	NCCPTV1214	\$800.00	
17.2	Contract Line Remarks:		1X MAX/DAY						
	Spot	8:00:00AM- 9:00:00AM	Day,Sa-1	10/13/12 8:29AM (Sa)	:15/:15	Good Morning America Saturday	NCCPTV1215	\$600.00	
	Spot	8:00:00AM- 9:00:00AM	Day,Sa-1	10/13/12 8:30AM (Sa)	:15/:15	Good Morning America Saturday	NCCPTV1215	\$600.00	
18.0	Contract Line Remarks:		1X MAX/DAY						
	Spot	7:00:00AM- 8:00:00AM	Day,W-1,F-1	10/12/12 7:59AM (Fr)	:15/:15	GOOD MORNING AMERICA 7A-8A	NCCPTV1215	\$1000.00	
	Spot	7:00:00AM- 8:00:00AM	Day,W-1,F-1	10/12/12 8:00AM (Fr)	:15/:15	GOOD MORNING AMERICA 7A-8A	NCCPTV1215	\$1000.00	
18.0	Spot			10/10/12			1 preempt @ \$2000.00	\$0.00	Political
19.1	Contract Line Remarks:		1X MAX/DAY						
	Spot	6:00:00AM- 7:00:00AM	Per week (1),Fr	10/12/12 6:07AM (Fr)	:15/:15	EYEWITNESS NEWS DAYBREAK 6A	NCCPTV1215	\$1000.00	M/G For 18.0.1
	Spot	6:00:00AM- 7:00:00AM	Per week (1),Fr	10/12/12 6:09AM (Fr)	:15/:15	EYEWITNESS NEWS DAYBREAK 6A	NCCPTV1215	\$1000.00	M/G For 18.0.1

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.

Gross Total	\$59,500.00	Total Spots	44
Commission	(\$8,925.00)		
Net Total	\$50,575.00		